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34

DVD MAGAZINE

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DVD MAGAZINE 34

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It's way too early Wednesday morning and I'm sitting here (a little bleary) at the Promax/BDA conference at the Hilton New York. The booth (a table and some pull-up signs) is set up, the latest issues are stacked across the table, a sample disk is running on the monitor (without audio for some reason at this moment) and our cheeks are pulled back into our most non-threatening smiles.

We don't do many live events so the novelty factor of actually putting faces and hair styles to subscribers and submitters, previously known only through email, remains high. And while I can't say the same about explaining just what Stash is four hundred times a day, I never tire of that "aha" moment when people get it and realize they need to subscribe. Oh, and they'll need all the back issues too.

But while I'm congratulating myself on making scratches in the glassy facade of pop culture, it hits me: issue 34 is still missing a clip (a TV spot imploded last night), this editorial has to be written, the server needs to be replaced, ads need to be designed… and how can all that happen while I'm here trying to force-feed a high-inspiration diet to people I don't know.

Then I remember. I don't do this by myself.

So – for the first time in 34 editorials – I'd like to point out the singular group of people listed on the left of this page. And thank them for allowing me to stand here explaining what Stash is. Again. And again. And again…

Stephen Price
Editor
New York, July 2007
sp@stashmedia.tv

“CITY OF GOOD”
Short film

Publisher
YOUWORKFORTHEM

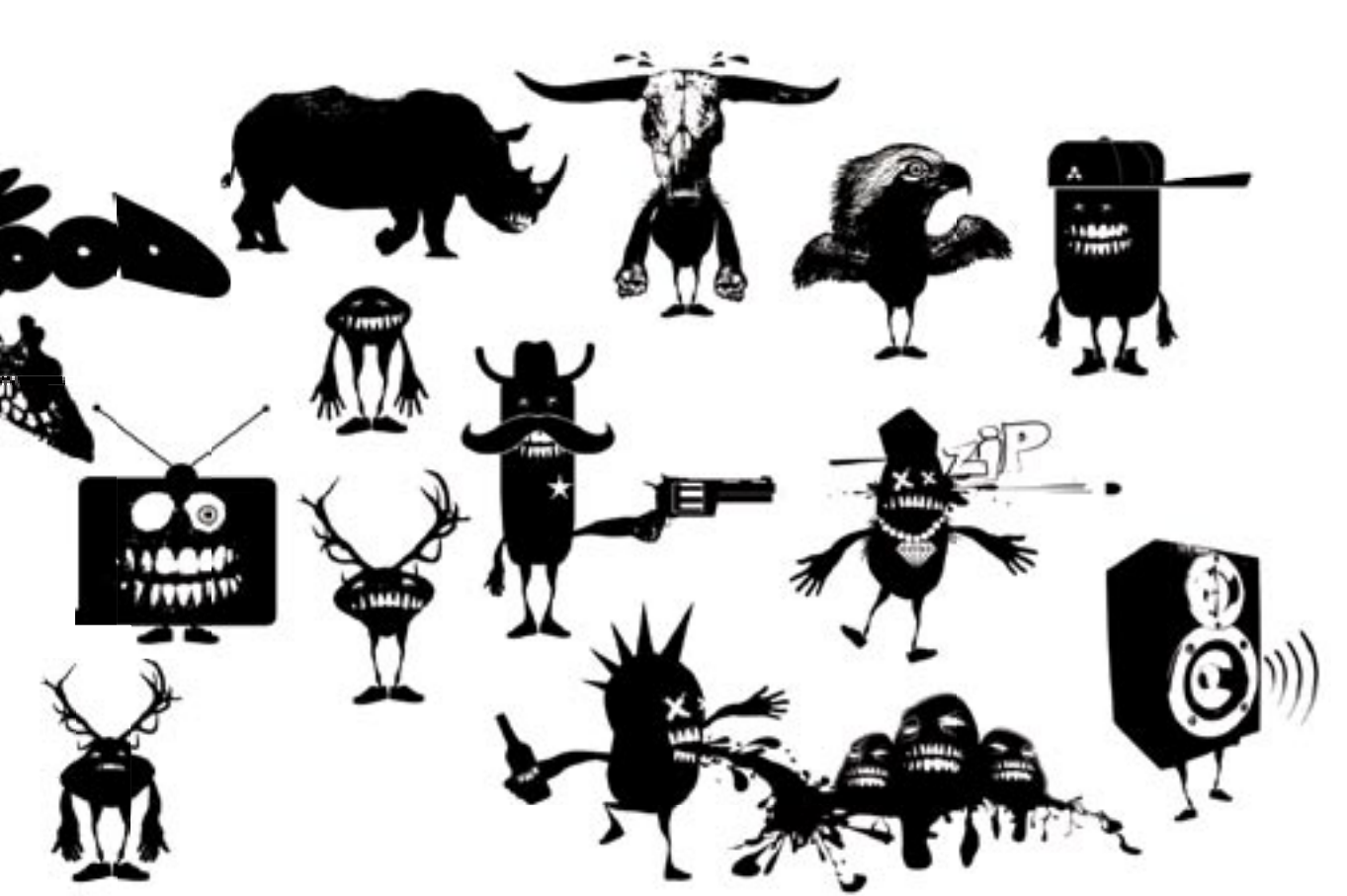
Director:
SHILO

Animation:
SHILO
www.shilo.tv

“We Make It Good” is the new print and DVD monograph from LA/NY studio Shilo published by YouWorkForThem (www.youworkforthem.com). This film, a sardonic vision of good more or less rising above evil, is one of four original shorts created for the collection which also includes commissioned work, style frames and case studies. According to Shilo CD Andre Stringer, the thread through all four of the new shorts is “the theme of emotional transformation; the idea that even in the darkest hours, there is a chance for evolution.” As thoughtful as that may sound, Stringer assures us the overall tone of the collection is fun, “Anything we were interested in, we just started making.”



For Shilo
CDs: André Stringer, Jose Gomez
Lead design: Evan Dennis
2D animation: Evan Dennis, Stieg Retlin
3D animation: Henning Kozcy, David Hill
3D modeling: Scott Denton
Illustration: Evan Dennis
Production coordinator: LauRenn Reed
EP: Tracy Chandler
Original music/sound design: Polar Empire
Composer: Darrin Wiener


zip

PLAYSTATION 3 "RESISTANCE: FALL OF MAN"
Cinema, TVC, viral

Agency:
TBWA LONDON

Director:
REUBEN SUTHERLAND

Production:
JOYRIDER

Animation:
JOYRIDER
www.joyriderfilms.com

Director Reuben Sutherland puts his signature distressed monochrome style and love of enhanced reality to perfect use here building faux archival war footage from photographic plates shot in Prague and London, green screened actors, CG chimera and meticulous grading. "We wanted to convey a world at war our viewers will accept in an instant. But in this one it will feel as if we're showing previously unseen footage that has been covered up for a long time. The images of war needed to feel as if they had just come out of the vaults of White Hall or the national war archive with some very scary new facts." Post schedule: four months.





For TBWA
Creatives: Matt Saunby, Adam Chiappe
CDs: Tony McTear, Danny Brooke-Taylor
Producer: Khristy McCarter

For Joyrider
Director: Reuben Sutherland
Producer: Spencer Friend
PM: Sarah Butterworth
DP: Jonas Mortenson
Camera assistant: Bjorn Hellem
Gaffer: Andre De Souza
AD: Angus Sutherland
Casting: Debbs Hinkinson, Emma Ashton
Wardrobe super: Rebecca Rychlik
Hair/makeup: Stacy Kutzak
Editor: Reuben Sutherland
VFX artists: Reuben Sutherland, Matt Westrup, Russell Boyd

Toolkit

Premiere, After Effects

For Publicis Paris
CD: Hervé Plumet
Copy: Marc Rosier
AD: Jean Marc Tramoni
Producer: Sam Fontaine

For Psyop
Director: Eben Mears
EP: Justin Booth-Clibborn

For Stink
EP: Daniel Bergmann
Producer: Mungo Maclagen

For MassMarket
EP: Justin Lane
Producer: Jen Glabus
VFX super: Chris Staves
Designer: Haejin Cho
Editor: Cass Vanini
3D artists/animators: Jake Slutsky, Todd Akita, Pakorn Bupphavesa, Chris Bach, Alvin Bae, Florian Witzel, Josh Harvey, Damon Ciarelli, Jeorg Liebold, Boris Ustaev, Dave Barosin, Jaye Kim, Bashir Hamid, Catherine Yoo, Tom Barrett, Kitty Lin, Borja Pena, Chris Moore, David Bernkopf
Flame: Chris Staves, Joe Vitale, Jamie Scott, Ella Bolivar, Mark French





RENAULT "FISHERMAN"
TVC :30

Agency:
PUBLICIS PARIS

Director:
EBEN MEARS

Production:
STINK
PSYOP

VFX:
MASSMARKET
www.massmarket.tv

Having perched atop the design and animation game for several years, Psyop has started to apply their talent for creating visually stunning new worlds and considerable narrative skills to the live-action side of the industry. Produced in close collaboration with sibling VFX house MassMarket and Stink – Psyop's reps in Europe – this spot weaves live action, CG environments, digital extras, HDRI imaging, and custom caustic shaders into a darkly comedic fairy tale.

HEWLETT PACKARD
"GONDRY"
TVC :60

Agency:
GOODBY SILVERSTEIN & PARTNERS

Director:
OLIVIER GONDRY

Production:
PARTIZAN

VFX:
EIGHT VFX
www.eightvfx.com

Santa Monica's Eight VFX has taken over the digital work on the acclaimed HP series, completing the previous Vera Wang spot, and this latest effort featuring director Michel Gondry doing what he does best, meaning everything. Directed by his brother Olivier Gondry for Goodby, Silverstein & Partners, San Francisco it was the last commercial produced by Partizan New York before Gondry switched to Paranoid for US representation.





For Goodby, Silverstein & Partners
CD/co-chairman: Rich Silverstein
CD/partner: Steve Simpson
Group CD/copy: Mike McKay
Associate CD/AD:
Stephen Goldblatt
EP: Josh Reynolds
Producer: Vicki Tripp,
Josh Reynolds
Assistant producer: Jen Moore

For Partizan
Director: Olivier Gondry
Cameraman/DP: Tim Ives
EP: Sheila Stepanek
Line producer: Valerie Romer
PM: Magali Selosse-Bishop
Prod coordinator: Kristel Wedin
HOP: Ian Bearce

For Eight VFX
EP: Baptiste Andrieux
Producer: Marsi Frey
VFX super/Inferno:
Jean-Marc Demmer
Inferno: Ryan Yoshimoto, Stefan Gaillot, Nicolas Cadorette Vigneau, Amalia Luyet-McMahan
2D: Amalia Luyet-McMahan, Randy Little, Joe Chiao, DJ Fitsimmons
3D super: Fredric Hopp
3D: Scott Metzger, Chien-I Kao, Matthias Jourdes
On set super: Jean-Marc Demmer
End title designer: Yann Mallard



CULTURA INGLESA
"LIFT", "SAVE"
TVCs :30 x 2

Agency:
LEW LARA PROPAGANDA LTD.

Directors:
RICARDO CARELLI,
FERNANDO SANCHES

Animation:
DINAMO DIGITAL
www.dinamodigital.com.br

A two-spot campaign aimed at young Brazilians from a language company that promises to make learning English fun. Co-director Ricardo Carelli says the agency wanted to see a lot of variety in the character designs: "The solution was to involve all the Dinamo Digital artists on the job and ask them to create whatever they wanted. In two days we had innumerous options for each character. The agency was amazed with so many options and they chose a mix of styles, one from each artist." The twelve final characters have proven so popular the client is making them into toys.

Watch Behind the Scenes on the DVD.

For Dinamo Digital
Directors: Ricardo Carelli, Fernando Sanches
ADs: Daniel Pommella, Victor Cervi, Luiz Alberto Ferreira
Concept artist: Ricardo Fernandes
Editing: Beto Araujo

CG super: Chrystie Lira
Texture painter: Bruno Farna
Character setup: Cintia Fuji, Lincoln Lima, Leo Cadaval
Character/set modelers: Ale Martins, Cerzar Zambeli, Nathan Zuanaci

Post coordinator: Maria Luiza "Tutu" Mesquita
PA: Clara Morelli

Toolkit
Maya, After Effects, Final Cut

TOOHEYS NEW "TALLMEN"
TVC :60

Agency:
SAATCHI & SAATCHI, SYDNEY

Director:
TOM KUNTZ

Production:
MJZ UK
WALKABOUT FILMS

Post:
FANATIC FILMS
http://fanaticfilms.com.au

Extending Toohey New's For the Love of Beer campaign, *Tallmen* recaptures the grand scale and striking visual sense of last year's *Catapult* spot (Stash 19) and twists it into a Tom Jones-fueled street party. The spot (which Stash predicts is bound for award show podiums near and far), is at the heart of a fully integrated campaign running across broadcast and pay TV, cinema, online, POP and sponsored events. Most of the tightly choreographed fun was captured in camera with Sydney's Fanatic Films deftly handling fix-ups and tallmen duplication.





For Saatchi & Saatchi
ECD: David Nobay
AD: Pete Buckley
Copywriter: Tim Brown
Agency Producer: Scott McBurnie

For MJZ
Director: Tom Kuntz
Producer: Nell Jordan

For Fanatic Films
EP: Russell Masters







TOOHEYS "HARVESTED"
TVC: 90

Agency:
BMF

Director:
STEVE AYSON

Production
THE SWEET SHOP

VFX:
ANIMAL LOGIC
www.animallogic.com

Sydney's Animal Logic contributes some overtly weird fun as Tooheys continues to set the pace for impossible-to-ignore spots from down under. According to the studio, "Everything from the pods to the twilight skies needed to look a bit unusual yet still believable enough to have been shot in-camera. All skies were replaced to represent varying weather conditions and times of day, from rolling storm clouds to a time-lapse night sky complete with shooting stars. The piece also required a lot of detailed work, from pod replication and placement in each sequence to creating a high level of realism, such as sunlight reflecting on everything from pod hairs to dust."

For BMF
CD: Warren Brown
Producer: Mandy Payne
AD: Jed de Pyper
Copy: Kimmie Neidhardt

For The Sweet Shop
Director: Steve Ayson
Co-producer: Claire Kelly

For Animal Logic
VFX super/lead compositor: Leoni Willis
Compositor: Howard Hill
EP: Jacqui Newman
Producer: Sarah Beard
Line producer: Katie Millington

Toolkit
Flame, Maya

“LOVE STORIES”
Short Film

Agency:
TBWA PARIS

Director:
WILFRID BRIMO

Production:
WANDA

Animation:
DEF2SHOOT
www.def2shoot.com

The latest in a fun and affecting canon of films from the leading French AIDS fighting association (www.aides.org) and the third in a row they have commissioned from Paris-based director Wilfrid Brimo. The first of Brimo's AIDES films, *Baby, Baby* (Stash 10) launched him onto the A list after it won him a Gold Lion at Cannes in 2005.

For TBWA Paris
CD: Eric Vervroegen
Producer: Christian Delay

For Wanda
Director: Wilfrid Brimo
Creatives: Eve Roussou, Véronique Sels
Producer: Claude Fayolle

For Def2shoot
Post manager: Benjamin Teisseire













SAMSUNG MOBILE "MILLIMETERS MATTER"
Viral

Agency:
THE VIRAL FACTORY

Directors:
RICHARD DE ARAGUES, STEVE DOWNER

Production:
MAD COW FILMS

Animation/VFX:
RUSHES
www.rushes.co.uk

To make the point that millimeters matter when it comes to the slimness of mobile phones, The Viral Factory, Mad Cow Films and Rushes invent a whole new realm of comedy we'll call entomological slapstick. They started by shooting high-speed footage of flying pies and high-speed macro footage of insects colliding with droplets of colored liquid. Rushes' Flame and Smoke artists then merged the baked goods with the bugs and comped them into backgrounds shot on HD Cam.

For Mad Cow Films
Directors: Richard de Aragues, Steve Downer
Producers: Jonas Blanchard, Nicholas Unsworth
Editor: Rick Waller
DOP: Steve Downer

For Rushes
VFX artists: Brian Carbin, Richie White, Paul Hannaford, Emir Hasham, Matt Jackson
After Effects: Brad Le Riche
Telecine: Simone Grattarola

Toolkit
After Effects, Flame, Smoke

MINISTRY OF TRANSPORT FINLAND
"Crash Test Dummies"
TVC :30

Agency:
PUBLICIS HELSINKI

Director:
ALEX & STEFFEN

Production:
SPY FILMS

Animation:
UNEXPECTED
www.unexpected.de

Seems Finnish teens just won't wear their seatbelts. So German directors Alex & Steffen were hired to create an alternate reality where crash test dummies drive around suburbia and humans drive into large concrete blocks. The CG dummies were motion captured and integrated into the live action plates by Stuttgart animation and VFX house Unexpected. According to co-director Alexander Kiesel, those backgrounds were a lot more work than planned: "We had a wonderful spring in Germany and everything was blossoming so some perfect suburban areas looked rather Mediterranean, so we had to retouch everything heavily to get the mixture between the Finnish reality and the perfect world we wanted."





For Publicis
ECD: Anthony Wolch
AD: Sami Anttila
Copy: Tomi Winberg

For Spy Films
EP: Carlo Trulli
Directors: Alex & Steffen
DOP: Oliver Staubi

Toolkit
3DS Max, After Effects, Photoshop, Premiere

For Unexpected
VFX super: Alex & Steffen
3D lead: Alexander Kiesl
3D artists: Sebastian Stolle, Emil Stefanov, Jörg Häberle, Christoph Niebel
Lead compositor: Steffen Hacker
Character designer: Sebastian Stolle
Music/SFX: Alex Pfeffer

Watch Behind the Scenes on the DVD.

THE HORRORS
"SHE'S THE NEW THING"
Music Video

Record Label:
POLYDOR RECORDS

Director:
CORIN HARDY

Production:
ACADEMY

Animation:
ACADEMY
www.academyfilms.com

Director Corin Hardy's ghoulish visions are the perfect compliment to the emo-Goth croaking of the Horrors' front man Faris Badwan. But according to editor Nikki Porter, combining the animation with footage of the band was less than straightforward: "The edit took seven days whereas most promo edits take between two and four days. It was so involved because I had to visualize animation that I hadn't yet seen." Porter used stand-in monsters from films like The Evil Dead, The Crow and The Ring to give Badwan and crew something to react to. She then exported every third frame to provide the basis for the director's illustrations.







For Polydor Records
Commissioner: Emily Tedrake

For Academy

Director: Corin Hardy
Producer: Giles Skillicorn

For Final Cut
Editor: Nikki Porter

G4 REDESIGN
Broadcast design

Client:
G4 NETWORKS

Directors:
ONESIZE, YU+CO

Design/animation:
ONESIZE
YU+CO
www.onesize.nl
www.yuco.com

By teaming up with LA's yU+co, Dutch studio Onesize gained a respected production partner to share the heavy lifting required to deliver the complete G4 network rebrand as well as the comfort of having like-minded creatives working down the street from the client. G4 features a broad range of shows about technology, gadgets, video games and related web culture so the new look had to reflect that diversity and connect with the core 18-34 audience. The solution was a massive toolkit of 300 sequences where colors, background textures and imagery are all customizable. The result is no broadcast element ever has to look the same twice.







For G4 Network
President: Neal Tiles
SVP creative services: Scott Bantle
Director of design: Rick Hassen
Producer: Tricia Porter

For Onesize
CDs: Rogier Hendriks,
Kasper Verweij

For yU+co
CD: Garson Yu
EP: Michele Maples





MTV "FALSE TEETH"
Broadcast interstitial

Agency:
YOUNG & RUBICAM

Director:
AGUSTIN ALBERDI

Production:
LANDIA

VFX:
ALT
www.altbd.com

Alphaville's 1984 pop anthem *Forever Young* heaps the irony onto this playful piece of interstitial absurdity for MTV from the Buenos Aires team of Landis and design/animation studio Alt. Lisandro Schaffer at Alt recalls, "The creative challenge was to generate a realistic singing choir of false teeth giving, in some cases, the sensation some of them inherited their owner's personality. Another challenge was to create all the lipsync using exclusively teeth and jaws without any tongue and muscles." Schedule: six weeks

Toolkit
Maya, Combustion


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TCM “NOW SHOWING”
TVC :30

Client:
TURNER CLASSIC MOVIES

Director:
EXOPOLIS

Animation:
EXOPOLIS
www.exopolis.com

The work of American painter Edward Hopper serves as the reference for this cinematic urban world created to introduce movies on the TCM network. Using ArtRage 2, designer Lorin Wood painted textures for each scene from which 3D objects were then modeled in 3ds Max. To nudge the characters closer to realism, several layers of footage from Getty Images were roto-scoped into separate passes of light and shadow. Animator Richie Sandow then treated and composited each layer in After Effects, hand-painting detail back into each character.





For Turner Classic Movies
SVP documentaries/original production: Shannon Davis

For Exopolis
Partners: Daniel Arcana, Kat Egan
EP: Jason O’Leary
Sr creative: Brien Holman
Designer: Lorin Wood
Animator: Richie Sandow

Toolkit
3ds Max, After Effects, Ambient Design ArtRage 2









For Mrs. K
Director/CD: Jeanne Kopeck
CD: Mitch Monson
EP: Peter Thron
Producer: Donna Carver

For motion504
CDs/designers: Scott Wenner, Amy Schmitt

Toolkit
After Effects, Cinema 4D

SCIENCE CHANNEL "SPACE WEEK"
Broadcast design

Director:
JEANNE KOPECK

Production:
MRS. K

Animation:
MOTION504
www.motion504.com

"*Space Week* caters to a clever, informed and science-savvy audience," explains Mitch Monson, CD of Mrs. K. "The client provided the initial logo treatment and wanted us to design a motion package that was dark but playful and quirky." CD/designer Scott Wenner of motion504 in Minneapolis says the solution was to create a graphics package and toolkit that was cartoon and cel-animated looking, "Using an isometric camera, glossy floor, data elements and 3D extruded block type, we turned the logo into a retro video game. The client went for it right away and gave us a great deal of freedom and trust."

LATV
Broadcast design

Agency:
KR8TIVE GUNS

Production:
HEROIC

Animation:
BUILDDESTROY
WONDERMINT
www.builddestroy.com
www.wondermint.tv

Bilingual music and lifestyle channel LATV gets an urban-flavored re-brand designed to connect with its Latin and American demo and set itself apart from competitors SiTV, MTVTres and Mun2. By painting elements on green-screen and photographing talent miming painting strokes against a blank background, the design team created a library of elements that could be choreographed and recombined for an array of applications. It was all captured by six Canon 20D cameras clicking away as a crew of five painted 16 hours a day for three days straight. Schedule: 12 weeks.









For LATV
DOM/producer: David Benrey
CD: Eddie Morden

For Kr8tive Guns
ECD: Fidel Arizmendi

For Heroic
Producer: David Simpson

For Wondermint
CDs: Marcos Vas

For BuildDestroy
CD: Cory Shaw

Toolkit
Brush, Aerosol, Roller, Stencil, Photoshop, Illustrator, 3ds Max, After Effects



GAMES FOR WINDOWS "EVOLVED"
Event film

Client:
MICROSOFT

Director:
REZN8

Animation:
REZN8
www.rezn8.com

REZN8 turns 20 this year. Few design and animation studios survive that long and manage to stay creative, but this striking piece provides evidence the Hollywood company has no plans for resting on its laurels. Shown on the floor at E3 and as part of a Microsoft keynote presentation, the video was commissioned to demonstrate the advantages of using DirectX10 on the Windows Vista platform by showcasing game footage. "Our goal was to create a realistic camera feel for all the shots, recalls REZN8 EP Jim Steinhaus. "Our approach was to utilize the renderer's camera effects, to control particle behaviors through scripting, and to use external input devices that control the 3D camera. The challenge was executing all of this in high definition." Schedule: five weeks.

For Microsoft
Content manager: Rod Fung
Sr graphics specialist: Cyrus Kanga

For REZN8
Producer: Ileana Garcia-Montes
CD: Seton Kim
TD: Bill Dahlinger

Toolkit
3ds Max, VRay, After Effects, Premiere

MTV "GLOBE"
Broadcast design

Agency:
OGILVY LONDON

Director:
UBIK

Production:
PICASSO PICTURES
www.picassopictures.com

Ubik, the newest addition to Picasso Pictures' roster of directors, combines 16mm live-action with CG for this understated message about global warming. "We wanted to make something that illustrated the issue without being overly doom-laden. The idea was to go to the opposite end of the spectrum from showing filthy, oil soaked evil machinery chewing up the world and its resources. Hence the classroom and toy-like objects, to highlight the fact that it's the younger generation who will have to deal with the consequences of inaction."

For Ogilvy London
Producer: Russell Benson
Creative: Paul Smith







For Picasso Pictures
Director: ubik
Producer: Inga Millers
Modelling/texturing: Stephen Dalton, Nick Losse, James Kirkham
Animation: Stephen Dalton, Nick Losse
Lighting/rendering: Jonathan Vuilleman
DOP: Tim Green
Props: Graham Staughton

Music: Shady Bard



“FOOD FIGHT”
Short film

Director:
STEFAN NADELMAN

Production/animation:
TOURIST PICTURES
CURIOUS PICTURES
www.touristpictures.com
www.curiouspictures.com

A pretzel takes aim on a piece of matzah bread as a serving of fish and chips is bombed by bratwurst. And so it goes in Stefan Nadelman’s lunchtime recap of American military dealings from WWII to present day using carefully selected food items to represent the warring parties. “For a while I thought Russia should be borscht but there’s nothing threatening about soup, except maybe a dollop of sour cream,” deadpans Nadelman. “Regardless, one of my parameters was NO dishware/silverware.” Completed in three months between paying projects.

Writer/animator/director:
Stefan Nadelman
Assistant animator: Adam Levine
Music/sound design: Dick Zved
Sound mix: Ben Neill

Toolkit
After Effects, Photoshop

“ME VS. HEIDI”
Student film

Director:
MAREK OKON

Animation:
MAREK OKON
www.markokon.com

Toronto mixed-media designer Marek Okon completed this work as his thesis for a joint degree in design from York University and Sheridan College. It is driven by the music of Canadian sound artist Shaw-Han Liem a.k.a. I am Robot and Proud. Okon says the film, “is about the organic and humanistic sensibility present in the music and focuses on a dream-like relationship between the artist and [Toronto musician] Heidi Hazelton who collaborated on this song.” Schedule: three months.

Concept/illustration/design/filming/animation/editing/direction: Marek Okon
Special thanks: David Cabianca

Music: “Me vs. Heidi” from The Electricity in Your House Wants to Sing (2006, Darla Records)

Toolkit:
After Effects, Flash, Premiere, Photoshop, Illustrator.





















For El Niño @ 75
Director: Jonas&François
Illustrations: So Me
Animation: Jonas&François
Producer: Greg Panteix

Toolkit
Illustrator, Photoshop, After Effects

JUSTICE "D.A.N.C.E."
Music video

Record labels:
ED BANGER RECORDS
BECAUSE MUSIC

Director:
JONAS&FRANÇOIS

Production:
EL NIÑO @ 75

Animation:
EL NIÑO @ 75
www.elnino.tv

This music video for French electronic duo Justice might have died a predictable, gimmicky death well before the thirty second mark but the young directing team of Jonas&François keep the surprises/sec high and prove themselves not just hip but also technically adept. Once the tracking was perfected, the duo found their carefully crafted animations were lost among the turbulent movements of the band members – so the choice to go black and white not only looks cool, it also keeps your attention on the t-shirts. Schedule: three weeks.

THE FRATELLIS
“OLE BLACK ‘N’ BLUE EYES”
Music video

Record label:
UNIVESAL ISLAND RECORDS

Directors:
JON YEO, JOHN SUNTER

Production:
WEILANDS

Animation:
THE MILL
www.the-mill.com

The brief was simple enough – create a promo with the The Fratellis band members as animated characters – the real challenge, according to co-director Jon Yeo was to find “a talented team with enough resources, who were willing to take on the job for the budget and timescale.” Turns out that team was hiding at The Mill in London – 10 animators including two out of three members of directing team Bif (François Roisin, Jules Jenaud). As for Tina, the burly bank-robber in drag, Yeo and Sunter drew inspiration from Pete Fowler’s Monsterism illustrations and from Mongo the loveable oaf from *Blazing Saddles*.

Watch Behind the Scenes on the DVD.







For Universal Island Records
Commissioner: Dave Graham

For Weilands
Directors: Jon Yeo, John Sunter
Producer: Rhun Francis
PA: Lauren Dark

For The Mill
Producer: Gilbert James
Colorist: James Bamford
Lead animators: François Roisin, Jules Jenaud
Animators: Grant Walker, Clement Bolla, Matthieu Bessudo, Lucas Vigroux, Richard Costin, Douglas Laissance, Nora O’Sullivan
Smoke: James Pratt
Compositing: David Wahlberg, Mark Payne
Animation editor: Daniel Budin

Toolkit
Flash, Photoshop, After Effects, XSI, Combustion, Final Cut Pro, Spirit

“NOW AND NOWHERE”
Film trailer

Directors: Brent Bonacorso, Jesse Atlas
Screenplay: Brent Bonacorso, Jesse Atlas, Stacy Elaine Dacheux
Cast: Jean Pierre Parent, Mercedes Masohn
Producer: Thom Fennessey
Line producer: Laura Morris
DP: Tarin Anderson
2nd unit DP: Niles Harrison
Animation/compositing/production design: Brent Bonacorso
Editor: Jesse Atlas
Costume design: Paula Bradley
Key grip/lighting: Chad Bennett
PM: Napoleon Ochoa
Camera assistant: Jennifer Harville
Script super: Kylie Smith
Footage wrangler: James Montalbano
Tracking: Danny Zobrist
Set construction: Kinson Gawyrch
Makeup/hair: Kait Disselkoen
AD: Loren Lyons
Grips: Erin Endow, Jongo, Chris Coterna, Justin Lillehei
PAs: Felipe Lima, Walt Thompson, Rob Pittman, Matt Neighbors, Jason Miracle, Scott Svatos, Alex Cannon

Toolkit
Cinema 4D, After Effects, Photoshop, Final Cut Pro, boujou





Directors:
BRENT BONACORSO, JESSE ATLAS

Production:
BRENT BONACORSO
www.nowandnowhere.com

According to co-director Brent Bonacorso, the main creative challenge of making Now and Nowhere, was to build a “living, breathing, believable world in which to tell our story…simple moviemaking, done in a differently complex way.” Complex indeed, every one of the 196 shots in the 25-minute film involves VFX. A full week of rehearsals drilling the talent on story, tone, blocking and the nature of their future 3D environments allowed all the footage to be shot in a blue-screen studio in just four days. Six months of post is scheduled with the film set for release in the fall of 2007.

HAVAIANAS "LIBRARY", "WAITING ROOM", "BUS STOP"
Virals x 3

Agency:
BBDO NEW YORK

Directors:
XYZ, THREELEGGEDLEGS, BITSTATE

Production:
THE EBELING GROUP
GREEN DOT FILMS

Animation:
XYZ
THREELEGGEDLEGS
BITSTATE
www.xyzstudios.com
www.threeleggedlegs.com
www.bitstate.com

This group of three virals – assigned to the winners of a design competition – is the centerpiece of the first global advertising campaign for Brazilian sandal brand Havaianas which started making inexpensive working class footwear in 1965. The films, which imagine what happens when feet fall asleep, live on the revamped Havaianas site and are complimented by massive urban murals, print, and a traveling immersive flip-flop/Brazil experience.

For ThreeLeggedLegs
Directors: Greg Gunn, Reza Rasoli, Casey Hunt





For Bitstate
Director: Pete Circuitt





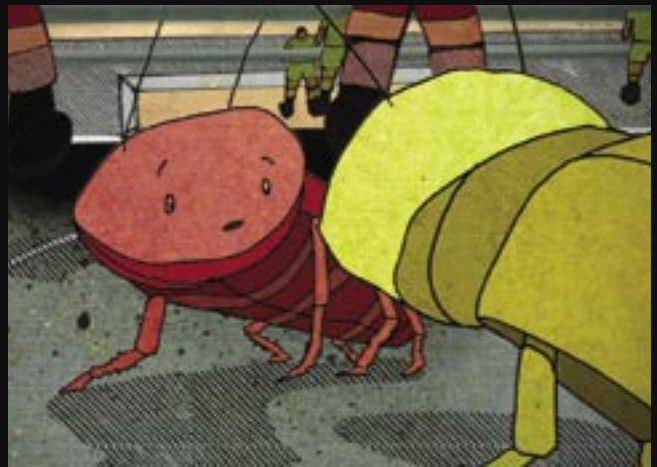
For XYZ Studios
Director/designer: Timo Kentley





For BBDO
CCOs: David Lubars, Bill Bruce
CD: James Clunie
Copy/AD: James Clunie
Associate CD/AD: Chuck Tso
EP: Brian DiLorenzo
Producer: Jiffy Iuen
Interactive producer: Sandra Nam
Music producer: Jean Scofield





ADIDAS "HEAD VERSUS HEART", "TABLE FOOTBALL"
Virals x 2

Agency:
180 AMSTERDAM

Directors:
PIERRE+BERTRAND
MAN VS MAGNET

Production/animation:
NOT TO SCALE
www.nottoscale.tv

Two spots from an eclectic new series of web films to be released sporadically on the Adidas football website (www.adidas.com/football). The series focuses on the competition between two dueling approaches to football symbolized by two models of Adidas football boots: the Predator, defined by teamwork, determination and precision, and the F50 signifying flamboyance, flair and speed. French directors Pierre+Bertrand re-stage the classic battle in *Head Versus Heart* using XSI and After Effects while NY-based Matt Smithson a.k.a. Man vs Magnet gets the *Table Football* roaches into the game via Flash, After Effects and Photoshop.

For Not To Scale
Directors: Pierre+Bertrand, Man vs Magnet
Lead animator: Arthur Metcalf
EP: Dan O'Rourke
PM: Gin Godden
PA: Noella Bible

Toolkit
XSI, Flash, After Effects, Photoshop

PAULIG PRESIDENTTI
"FANTASIA"
Cinema & TVC :40

Agency:
SEK & GREY OY

Director:
ALAM BIBBY

Production:
FRONT DESK

Animation:
STARDUST
www.stardust.tv

They take coffee seriously in Finland. Well, at least they drink more of it per capita than anyone else on the planet, so updating the look and feel of the revered 80 year-old Gustav Paulig brand required a treatment that would generate a new level of interest without trampling the brand's traditional elegance. "They had certain things they wanted in the spot," says Stardust CD/director Alan Bibby, "which ultimately had to be all about transformation…a moment of solitude where one's mind wanders, going on a journey, where one thing leads to another and another, until it all comes back to the coffee."







For Sek & Grey Oy
Account director: Jorma Saksa
CD: Mikko Petaja
Copy: Jusa Valtonen

For Front Desk
EP: Olli Korpiala

For Stardust
ECD: Jake Banks
Director: Alan Bibby
Sr producer: Michael Neithardt
Line producer: Marck Mutschler
Lead designer: Jon Saunders
Designers: Kim Dulaney, Chi Chi Bello
CD director: Carl Mok
3D: Carl Mok, Cary Janks, Cavin Thuring, Emili Kahr Nilsson, Elliot Blanchard, Tom Cushwa
2D animators: Carl Mok, Cary Janks, Doug Purver, Emili Kahr Nilsson, Elliot Blanchard, Michele Higa, Chris Smith, Jesse Casey
Compositing: Carl Mok, Cary Janks, Emili Kahr Nilsson

Toolkit
Maya, Real Flow, After Effects





For Driver
EPs: Oscar Thomas, JD Williams, Scott Weitz
Music supers: Oscar Thomas, Nathan Ehrenfeld, Bryan Ray Turcotte

For Paranoid US
EPs: Claude Letessier, Phillip Detchmendy
Directors: Sophie Gateau, François Vogel
Creative project management: Sophie Gateau
Graphic artists/designers: Luis Nieto, Eva Poulopoulou, Santiago Caceido, Sara Prince, Pierre Marie, Emmanuel Linderer, Sabryna Duvaudie

Music: Faithless







For Mikros Image
Animation team: Damien Canameras, Florian Chauvet, Aurelyen Daudet, Claire Gautier, Benoit Mannequin, Caroline Mistral, Jean-Yves Parent, Sébastien Podsaldio, Guillaume Pondard, David Poulain, Jean-Lin Roig, Remi Soyez, Vincent Venchiarutti

Music supervision: Adam Bradley

Toolkit
After Effects, 3ds Max, Maya

FAITHLESS COCA-COLA
Music video

Agency:
DRIVER

Directors:
SOPHIE GATEAU, FRANÇOIS VOGEL

Production:
PARANOID US

Animation:
MIKROS IMAGE
www.mikrosimage.fr

Coke re-energizes its M5 online initiative by introducing a new glow-in-the-dark aluminum bottle, a website (www.faithless.coca-cola.com) and this epic multimedia music video co-directed from an open brief by Sophie Gateau and François Vogel that mixes live action, 2D, 3D and stop motion. The track, "I Never Stop", was written for the project by Faithless. Post schedule: two months.

Watch Behind the Scenes on the DVD.

ATI "COLD BLOODED"
Branded content

Client:
ATI TECHNOLOGIES INC.

Director:
HARRY DORRINGTON

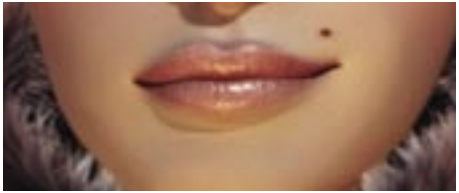
Animation:
RHINOFX
www.rhinofx.tv

In 2004 ATI had a good idea – create an animated action-adventure character to both demonstrate the company's 3D video acceleration hardware and serve as its global branding icon. By rendering the films in real time they made the point about their product's muscle and by carving Ruby as a shapely kick-ass redhead with a fondness for tight outfits they were guaranteed to get the attention of their core audience. *Cold Blooded* is the fourth in the Ruby series and like all the prequels was designed and created by Manhattan's RhinoFX.

Watch Behind the Scenes on the DVD.

For RhinoFX
Director: Harry Dorrington
MD/partner: Rick Wagonheim
Sr EP: Camille Geier
Sr producer: Karen Bianca









PM: Jill Hughes
Story/concepts: Harry Dorrington, David Zung
Storyboarding/visualization: David Zung
Set design: Dylan Cole/Ed Lee
Character design: Chris Grun
Animator/pre-vis: Jeff Guerrero
Animator: David Barosin
Animator/modeler/rigger: Dan Vislocky
CG supervisor/lead lighter: Joe Burrascano
Textures: Chimin Yang
Modelers: Bogdan Mihajilovic, Brian Dinoto, Hung Ma, Joon Lee
Lighter/look: Brian Drucker
Lighter/texture artist: Jasmine Katatikarn
Lighter/tech support: Ylli Orana
Technical animation/dynamics: Ji-Hyun Yoon
FX/simulations: Clay Budin, Shahar Levavi
TD: Jesse Clemens
Tech support: Aditi Kapoor
Titles/graphics/composite: Guy Atzmon
Composite: Yohance, Nitant Karnik
Editor: Marc Steinberg
Inferno: John Budion
Systems engineer: Paul Tsung
Voice talent: Marlyne Afflack, Clem Chung





AMNESTY INTERNATIONAL
Short film

Agency:
TBWA PARIS

Director:
PHILIPPE GRAMMATICOPOULOS

Production:
MR. HYDE

Animation:
MAGIC LAB
http://arthur.gordon.free.fr

Philippe Grammaticopoulos, who gained instant and well-deserved recognition for his 2005 Supinfocom graduation film *Le Pocessus* (Stash 12), was selected by TBWA Paris from more than 100 directors vying for the chance to produce the next Amnesty International film – a fact that speaks to the prestige of the project considering the budget is $0. Working in his familiar black and white style, Grammaticopoulos worked with the 3D crew at Magic Lab who were joined by another Mr. Hyde talent, Nicolas Lesaffre who gave up his director's chair for the duration. Schedule: three months.

For TBWA Paris
CD: Erik Vervroegen
AD: Stéphanie Thomasson
Copy: Stephan Gaubert
Producer: Maxime Boiron

For Mr. Hyde
Director: Philippe Grammaticopoulos
Producers: Hervé Lopez, Jean Ozannat

For Magic Lab
AD: Arthur Gordon
Project manager: Thibaud de la Touanne

stashBONUS FILM

INSIDE THE "HAPPINESS FACTORY": A DOCUMENTARY
Location film

Agency:
WIEDEN+KENNEDY

Directors:
TODD MUELLER,
KYLIE MATULICK

Animation:
PSYOP
www.psyop.tv

Psyop and W+K Amsterdam take us behind the scenes of last year's breakout *Happiness Factory* spot to meet some of the cast. The mockumentary, to be seen by ticket holders waiting to enter The New World of Coca-Cola attraction in Atlanta, GA, is the first of several planned extensions of the Happiness Factory world including the follow-up to last year's spot. Schedule: four months.

For The Coca-Cola Company
Global CCO: Esther Lee
Group director of film and music production: Nick Felder





For Wieden+Kennedy
ECDs: Al Moseley, John Norman
CDs: Rick Condos, Hunter Hindman
AD: Barney Hobson
Copy: Rick Chant
EP: Tom Dunlap
Producer: Sandy Reay

For Psyop
Directors: Todd Mueller, Kylie Matulick
Audio interview directors: Todd Mueller, Psyop & Wayne Waterson, Dab Hand Media
EPs: Justin Booth-Clibborn, Boo Wong
Audio interview producers: Paul Middlemiss, Psyop & Luke Beauchamp, Dab Hand Media
Live action producer: Paul Middlemiss
Producer: Mariya Shikher
Coordinator: Tarun Charaipotra
Editors: Brett Nicoletti, Cass Vanini, and Brett Goldberg
Storyboard: Ben Chan
Animation Director: Nicholas Weigel
Lead TD: David Chontos
Animators: Pat Porter, Jeff Lopez, Aja Bogdanoff, Henning Koscy, Michael Taylor, Gordana Fersini, Chris Cauffield, Dovi Anderson, Simon Allen, Aaron Koressel, Raquel Coelho, Ryan Gong
Rigging: Tony Barbieri and Gooshun Wang
Modeling/Texturing: Anthony Patti, Stanley Ilin, Yaron Canetti, Sheng-Fang Chen
Lighting: Saira Matthew, Brian Drucker, Michael Marsek,
FX: Reeves Blakeslee, Clay Budin, Damon Ciarelli, Dylan Maxwell, Pete Hamilton, Jed Mitchell
Compositing: Theo Maniatis, Jason Conradt, Molly Schwartz, Matt St. Leger, Stefania Gallico

Music by Human

For Amber Music
Sound design: Bill Chesley

Toolkit
Maya, After Effects, Flame



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